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**WHAT IS CLAIMED IS:**

1. A personal care composition comprising:

    a) a personal care adjunct ingredient; and

    b) a perfume polymeric particle selected from the group consisting of anionic, non-ionic and combinations thereof comprising:

        i) a polymer selected from the group consisting of a anionic polymer, a nonionic polymer and mixtures thereof, wherein said polymer further comprising an anionic monomer and a nonionic monomer; and

        ii) a perfume comprising one or more perfume raw materials having one or more of the following characteristics;

            a) a number molecular weight of less than about 200;

            b) a boiling point of less than about 250°C;

            c) a ClogP of less than about 3; and

            d) a Kovats Index value of less than about 1700;

    wherein a Response Factor (RF) of the perfume polymeric material is at least about 1.6.

2. The personal care composition according to Claim 1, further comprising at least about 0.1 weight percent of one or more perfume raw material.

3. The personal care composition according to Claim 2, wherein at least 25 weight percent of said perfume raw materials have a Kovats Index value of less than about 1700.

4. The personal care composition according to Claim 1 wherein said perfume polymeric polymer further comprising a cationic monomer.

5. The personal care composition according to Claim 4 wherein said cationic monomer having the formula:

$$\left[\begin{array}{c} R^2 \\ | \\ N \\ | \\ R^3 \end{array}\right]_{\!\!\!}^{\!R^1} \!\!\!\!\!\!\! \begin{array}{c} \\ T \end{array}$$

$$A{-}(Z)_z$$

[I]
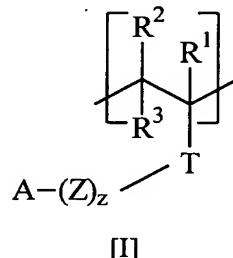
wherein each of R^1, R^2 and R^3 are independently selected from the group consisting of hydrogen, C_1 to C_6 alkyl, and mixtures thereof; T is selected from the group consisting of

substituted or unsubstituted, saturated or unsaturated, linear or branched radicals selected from the group consisting of alkyl, cycloalkyl, aryl, alkaryl, aralkyl, heterocyclic ring, silyl, nitro, halo, cyano, sulfonato, alkoxy, keto, ester, ether, carbonyl, amido, amino, glycidyl, carbanato, carbamate, carboxylic, and carboalkoxy radicals and mixtures thereof; Z is selected from the group consisting of: $-(CH_2)-$, $(CH_2-CH=CH)-$, $-(CH_2-CHOH)-$, $(CH_2-CHNR^4)-$, $-(CH_2-CHR^5-O)-$ and mixtures thereof; z is an integer selected from about 0 to about 12; A is selected from the group consisting of NR^6R^7, $NR^6R^7R^8$ and mixtures thereof;

wherein each of R^6, R^7 and R^8, when present, are independently selected from the group consisting of H, C_1-C_8 linear, branched alkyl, alkyleneoxy having the formula:

$$—(R^9O)_y R^{10}$$
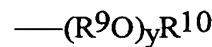
and mixtures thereof;

wherein R^9 is selected from the group consisting of C_2-C_4 linear, branched alkylene, carbonyl alkyl, and mixtures thereof; R^{10} is selected from the group consisting of hydrogen, C_1-C_4 alkyl carbonyl alkyl, and mixtures thereof; y is from 1 to about 10.

6. The personal care composition according to Claim 1, which further comprises a cationic deposition polymer aggregated with said anionic perfume polymeric particle.

7. The personal care composition according to Claim 6 wherein the cationic deposition polymer is selected from cationic deposition polymers with flocculation time of less than 30 minutes as described in a Flocculation/Settling Test.

8. The personal care composition according to Claim 1 wherein perfume polymeric particles comprising said anionic and nonionic polymers further comprises non-cationic monomer comprising a hydrophobic group selected from the group consisting of alkyls, cycloalkyls, aryls, alkaryls, aralkyls and mixtures thereof.

9. The personal care composition according to Claim 8 wherein the non-cationic monomer is selected from the group consisting of: methyl methacrylate, methyl acrylate, ethyl acrylate, n-propyl acrylate, iso-propylacrylate, n-propyl methacrylate, ethyl methacrylate, iso-propylmethacrylate, n-butyl acrylate, isobutyl acrylate, isobutyl methacrylate, n-butyl methacrylate, methacrylic acid, acrylic acid, acrylamide, methacrylamide, styrene, α-methyl styrene, benzyl acrylate, ethylhexylacrylate, hydroxyethylacrylate,

hydroxypropylacrylate, hydroxyethylmethacrylate, hydroxypropylmethacrylate, hydroxybutylacrylate, hydroxybutylmethacrylate, PEG acrylate, acylamido-2-methylpropanesulfonic acid, vinlysulfonate, vinylpropionate, methylallylsulfonic acid, N-vinylformamide and N-vinylpyrrolidone and mixtures thereof.

10.   The personal care composition according to Claim 1 wherein said anionic and nonionic polymers are a water-insoluble polymer.

11.   The personal care composition according to Claim 1 wherein said polymer is an anionic polymer.

12.   The personal care composition according to Claim 1 wherein greater amounts of said perfume raw material is deposited onto a substrate and released from a substrate when the perfume raw material is associated with said polymer in the form of the perfume polymeric particle as measured by the Perfume Deposition & Delivery Test Protocol I.

13.   A personal care composition of Claim 1, wherein one or more Low Kovats Index perfume raw materials, each having a Kovats Index value of from about 1000 to about 1400, and collectively provide a first Average Response Factor (ARF_{LKI}); and one or more High Kovats Index perfume raw materials, each having a Kovats Index value of greater than about 1700, and collectively provide a second Average Response Factor (ARF_{HKI}); wherein the perfume polymeric particle has a selectivity ratio of ARF_{LKI} / ARF_{HKI} of at least about 1.2.

14.   The personal care composition of Claim 13 wherein Longevity Test I value provides an ARF_{LKI} greater than or equal to 1.6 times the value of ARF_{HKI}.

15.   The personal care composition of Claim 13 wherein Longevity Test II value provides an ARF_{LKI} greater than or equal to 1.6 times the value of ARF_{HKI}.

16.   A personal care composition comprising:
   a)   a personal care adjunct ingredient; and
   b)   a perfume polymeric particle selected from the group consisting of anionic, non-ionic and combinations thereof comprising:
      i)   a polymer selected from the group consisting of a anionic polymer, a nonionic polymer and mixtures thereof, wherein said polymer further comprising an

anionic monomer and a nonionic monomer exhibits a greater affinity for a perfume raw material having a Kovats Index value of less than about 1700, than other perfume raw materials as measured by the Perfume Deposition & Delivery Test Protocol I and/or the Polymeric Particle Affinity Test Protocol II wherein the Longevity Test II value provides a ARF_{LKI} greater than or equal to 1.2 times the value of ARF_{HKI} .

17. The personal care composition according to Claim 16 wherein said polymer exhibits at least a 1.6 times the affinity for a perfume raw material having a Kovats Index on DB-5 of between about 1000 to about 1500 than other perfume raw materials having a Kovats Index on DB-5 of greater than about 1700 as measured by the Perfume Deposition & Delivery Test Protocol I and the Polymeric Particle Affinity Test Protocol II.

18. A method for making a personal care composition, which exhibits enhanced fragrance intensity on skin and hair over time, comprising
   a. forming a preformed polymeric particle comprising a polymer selected from the group consisting of a anionic polymer, a nonionic polymer and mixtures thereof, wherein said polymer further comprising an anionic monomer and a nonionic monomer, wherein said polymer exhibits a greater affinity for a perfume raw material having one or more of the following characteristics;
      i) a number molecular weight of less than about 200;
      ii) a boiling point of less than about 250°C;
      iii) a ClogP of less than about 3;
      iv) a Kovats Index value of less than about 1700,
      than other perfume raw materials as measured by the Perfume Deposition & Delivery Test Protocol I and/or the Polymeric Particle Affinity Test Protocol II;
   b. forming a perfume polymeric particle by mixing the preformed polymeric particles with a perfume comprising a perfume raw material having one or more of the following characteristics;
      i) a molecular weight of less than about 200;
      ii) a boiling point of less than about 250°C;
      iii) a ClogP of less than about 3; and
      iv) a Kovats Index value of less than about 1700 to; and
   c. contacting the perfume polymeric particle with a personal care adjunct ingredient to form the personal care composition.

19. A method for treating skin and hair of human and pet subject in need of treatment comprising:

    a) contacting the subject with a perfume polymeric particle comprising:

        i) a polymer selected from the group consisting of a anionic polymer, a nonionic polymer and mixtures thereof, wherein said polymer further comprising an anionic monomer and a nonionic monomer and a perfume comprising one or more perfume raw materials having one or more of the following characteristics;

            a) a number molecular weight of less than about 200;

            b) a boiling point of less than about 250°C;

            c) a ClogP of less than about 3;

            d) a Kovats Index value of less than about 1700; and

    b) rinsing off the personal care composition, such that the subject's skin and hair is treated.

20. A method for treating human and animal subject's hair and skin comprising:

    a) contacting the subject's skin and hair with a perfume polymeric particle comprising:

        i) a polymer selected from the group consisting of a anionic polymer, a nonionic polymer and mixtures thereof, wherein said polymer further comprising an anionic monomer and a nonionic monomer; and a perfume comprising one or more perfume raw materials having one or more of the following characteristics;

            a) a number molecular weight of less than about 200;

            b) a boiling point of less than about 250°C;

            c) a ClogP of less than about 3;

            d) a Kovats Index value of less than about 1700; and

    b) leaving on the personal care composition, such that subject's skin and hair is treated.

21. A personal care composition comprising two or more different polymeric particles and a perfume comprising;

    a) a perfume raw material having a one or more of the following characteristics;

        i) a number molecular weight of less than about 200;

        ii) a boiling point of less than about 250°C;

        iii) a ClogP of less than about 3;

        iv) a Kovats Index value of less than about 1700; and

    b) a personal care adjunct ingredient;

wherein the Longevity Test II value provides a ARF_{LKI} greater than or equal to 1.2 times the value of ARF_{HKI}.

22. The personal care composition according to Claim 21, further comprising at least about .01 weight percent of said polymeric particle.